

# Strengthening universities' reputation in the global educational community

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### Many types of University ranking

- Times World University Rankings
- Times World Reputation Rankings
- Times BRICS & Emerging Economies Rankings
- Shanghai Academic Ranking of World Universities
- QS World University Rankings
- QS University Rankings: BRICS
- Etc.



### Target groups

### Rankings

Students			Associations
			High Schools teachers
Parents/mothers	Journalists	Agents	Professors
Alumni	Bloggers	Fairs	PhD
	Forums		

• Case study

## How Oxford University communicates

## Oxford University: news releases - 10x month



#### Media

#### News releases for journalists

Postcode lottery for race relations

Contact t	the News	Office
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Science blog

Arts at Oxford

Books

> News releases for journalists

Find an expert

Filming in Oxford

For University members

Behind the Headlines

03 Mar 14 'Tree of life' distances are no shortcut to conservation 03 Mar 14 Designing robots that can keep secrets 27 Feb 14 Study reveals how cutting BBC licence fee would reduce choice and value for money 26 Feb 14 Sky survey centre will probe Universe's dark secrets 26 Feb 14 Greece's deepening health crisis 21 Feb 14 Scientists identify the switch that says it's time to sleep

20 Feb 14

Fertilisers destabilise diverse grasslands 18 Feb 14

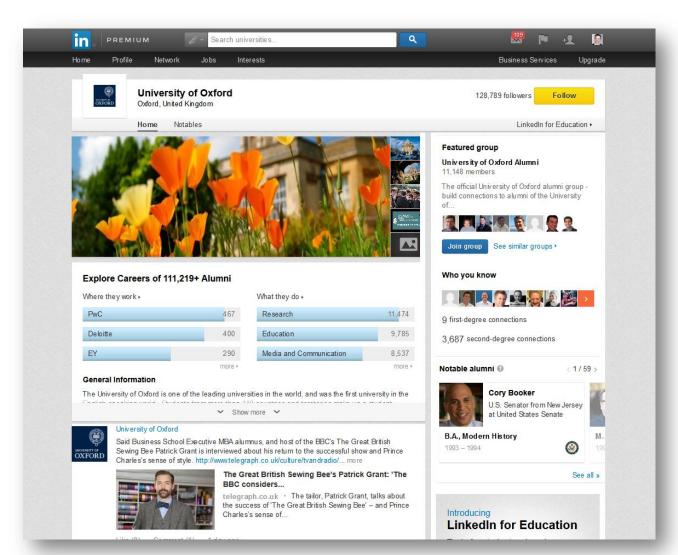


# Oxford University: Twitter - 10x week





## Oxford University on Linkedin (277 million users)





## Oxford University on Sina Weibo (500 million users)





## Oxford University on Wechat (300 million users)



- Contact
- Official announcement
- Events
- Internship opportunities
- Campus News



## Conclusion:

Take control of your reputation Communicate with all target groups Do it now!

Thank you